

**POLITENESS STRATEGIES IN DIRECTIVE SPEECH ACT IN *THE
GREATEST SHWOMAN (2017) MOVIE***

THESIS

*Submitted in Partial Fulfillment for Bachelor Degree Requirement of English
Department*



By:

MONIKA TAGUGURAD

18019025

Advisor:

**Nur Rosita, S.Pd., M.A.
NIP. 199007122022032013**

**ENGLISH LANGUAGE AND LITERATURE DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI PADANG**

2022

HALAMAN PERSETUJUAN SKRIPSI

Judul : Politeness Strategies in Directive Speech Act in The
Greatest Showman (2017) Movie

Nama : Monika Tagugurad

NIM : 18019025

Program Studi : Sastra Inggris

Jurusan : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Padang, 02 November 2022

Disetujui oleh,

Pembimbing



Nur Rosita, S.Pd., M.A.

NIP. 199007122022032013

Mengetahui

Ketua Departemen Bahasa dan Sastra Inggris



Desvalini Anwar, S.S., M.Hum., Ph.D.

NIP.19710525.199802.2.002

HALAMAN PENGESAHAN LULUSAN UJIAN SKRIPSI

**Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi
Program Studi Sastra Inggris Jurusan Bahasa dan Sastra Inggris
Fakultas Bahasa dan Seni Universitas Negeri Padang
dengan judul**

Politeness Strategies in Directive Speech Act in The Greatest Showman (2017)

Movie

Nama : Monika Tagugurad
NIM : 18019025
Program Studi : Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, 02 November 2022

Tim Penguji

1. **Ketua** : Devy Kurnia Alamsyah S. S., M. Hum :



2. **Sekretaris**: Dinovia Fannil Kher M. Pd :



3. **Anggota** : Nur Rosita, S.Pd., M.A. :





SURAT PERNYATAAN TIDAK PLAGIAT

Saya yang bertanda tangan dibawah ini:

Nama : Monika Tagugurad
NIM / TM : 18019025 / 2018
Program Studi : Bahasa dan Sastra Inggris
Departemen : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Dengan ini menyatakan bahwa Tugas Akhir saya dengan judul "Politeness Strategies in Directive Speech Act in *The Greatest Showman (2017) Movie*" adalah benar merupakan hasil karya saya dan bukan merupakan plagiat dari karya orang lain. Apabila suatu saat terbukti saya melakukan plagiat maka saya bersedia diproses dan menerima sanksi akademis maupun hukuman sesuai dengan hukum dan ketentuan yang berlaku, baik di institusi Universitas Negeri Padang maupun masyarakat dan negara.

Demikian pernyataan ini saya buat dengan penuh kesadaran dan rasa tanggung jawab sebagai anggota masyarakat ilmiah.

Diketahui oleh,

Ketua Departemen Bahasa dan Sastra Inggris

Desvalini Anwar, S.S, M.Hum, Ph.D

NIP. NIP.19710525.1999802.2.002

Saya yang menyatakan,



Monika Tagugurad

NIM. 18019025

ABSTRACT

Tagugurad, Monika. (2022). Politeness Strategies in Directive Speech Act in *The Greatest Showman (2017)* Movie. Padang: English Department, Faculty of Language and Arts, Universitas Negeri Padang.

Language as a means of communication always develops overtime. The value of politeness implied in the language. Furthermore, in interpreting the politeness value of a language, situational context has strong function to be considered. This cannot be separated from the speakers' ways to express language with the politeness standard so that impact the listener's tendency to interpret the politeness value without seeing the situation affects it. The research purpose is to find out the types of politeness strategies and situational context that affects it in directive speech act in the *Greatest Showman* movie script. The researcher use qualitative method. The result was the five politeness strategies namely bald on record 42 data (29 %), positive politeness 61 (42 %), negative politeness 34 data (23 %), and bald off record 8 (6 %) where in each of these politeness strategies the component of speech appears as a situational context that influences. Additionally, the result show that the movie illustrates *The Greatest showman* contains more positive politeness strategy which relates to the movie background that occurred in 19th century society, it is still valuable to uphold family values and respect for others according to their social class.

Keywords: *Directive speech act, politeness strategy, situational context*

ABSTRAK

Tagugurad, Monika. (2022). Politeness Strategies in Directive Speech Act in *The Greatest Showman (2017)* Movie. Padang: English Department, Faculty of Language and Arts, Universitas Negeri Padang.

Bahasa sebagai alat komunikasi selalu berkembang dari waktu ke waktu. Nilai kesantunan tersirat dalam berbahasa. Selanjutnya, dalam menginterpretasikan nilai kesantunan suatu bahasa, konteks situasional memiliki fungsi yang kuat untuk diperhatikan. Hal ini tidak lepas dari cara penutur mengungkapkan bahasa dengan standar kesantunan sehingga berdampak pada kecenderungan pendengar untuk menginterpretasikan nilai kesantunan tanpa melihat situasi yang mempengaruhinya. Tujuan penelitian ini adalah untuk mengetahui jenis-jenis strategi kesopanan dan konteks situasional yang mempengaruhinya dalam tindak tutur direktif dalam naskah film *The Greatest Showman*. Peneliti menggunakan metode kualitatif. Ditemukan lima strategi kesantunan yaitu bald on record 42 data (29 %), kesantunan positif 61 (42 %), kesantunan negatif 34 data (23 %), dan bald off record 8 (6 %) dimana pada masing-masing kesantunan tersebut strategi komponen pidato muncul sebagai konteks situasional yang mempengaruhi. Selain itu, hasil penelitian menunjukkan bahwa film *The Greatest showman* mengilustrasikan lebih banyak mengandung strategi kesantunan positif yang dapat dikaitkan dengan latar film yang terjadi pada abad ke 19-an. Masyarakat masih ternilai sangat menjunjung tinggi nilai-nilai kekeluargaan dan menghormati orang lain sesuai dengan kelas sosialnya.

Kata kunci: Tindak tutur direktif, strategi kesantunan, konteks situasional

ACKNOWLEDGEMENTS

By the name of Allah Almighty, the Lord of the world, who has been giving the writer His guidance, mercy, blessing, and health to complete this academic requirement. Shalawat and salam are forever for a noble character, the prophet Muhammad SAW, who has brought the human beings from the darkness to the lightness and from the bad character to the good one.

Then, nobody has been more important to me in the pursuit of this thesis than the members of my family. The researcher would like to thank to parents, whose love and guidance are with me in whatever I pursue. In writing this research entitled “Politeness Strategies in Directive Speech Act in *The Greatest Showman (2017)* movie” with the purpose as the partial fulfillment for bachelor degree requirement of English Department, there are many obstacles faced by the researcher, and without support from the researcher parents, it might be impossible for her to complete it. Thus, the researcher would like to express her thank to his beloved parents Ali Amran and Risma for their pray, advise, courage, moral and material support from he was born until forever, may Allah SWT bless them. Last, thank you for my brothers, Risky Sembara, Pauzi Tagugurat, Bilal Ali, Zabil Ali, and my sisters Imelda Tagugurat and Eva Tagugurat for their love and motivation.

In this occasion, the writer would like to express the great thanks to:

1. Miss Nur Rosita S. Pd., M. A as the supervisor who has given the researcher a lot of advices, guidance, and major contribution in preparing this thesis.
2. Dr. Hamzah, MA. M. M as the researcher’s Academic Advisory Lecturer who always support her until this stage.
3. Ma’am Desvalini Anwar, S. S, M.Hum, Ph.D. as Head of the English Language and Literature Department, Faculty of Language and Arts, Universitas Negeri Padang.

4. Mr. Devy Kurnia Alamsyah, S. S., M. Hum. and Miss Dinovia Fannil Kher M. Pd as the researcher's examiner who had given valuable advices, revision, and suggestions for this thesis.
5. All the lecturers of English Department during academic year at Universitas Negeri Padang, who taught and given knowledges, encouragement, and invaluable advices to complete this thesis.
6. My parents and family who always pray for and give support in any form in the process of making this thesis. Thank to Indah Pareza, Monica Rahma Putri as the researcher best friend and to someone who always supports, becomes a place to complain and tell stories and accompany during making this thesis.
7. The researcher realizes that the process of making this thesis still many mistakes. Therefore, the researcher asks for constructive suggestion and critic for this thesis and hopes this thesis will be guidance for some literary study.

Padang, November 2022

The Researcher

Monika Tagugurad

TABLE OF CONTENTS

	Pages
ABSTRACT	i
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	v
LIST OF FIGURES	vii
LIST OF TABLES	viii
LIST OF APPENDICES	ix
CHAPTER I: INTRODUCTION	1
1.1 Background of the Problem	1
1.2 Identification of the Problem	8
1.3 Limitation of the Problem	9
1.4 Formulation of the Problem	10
1.5 Research Question	10
1.6 Purpose of the Research	10
1.7 Significance of the Research	11
1.8 Definition of Key Terms	11
CHAPTER II: REVIEW OF RELATED LITERATURE	13
2.1 Review of Related Theories	13
2.1.1 Politeness Strategies	13
2.1.2 Speech Acts	20
2.1.3 Situational Context	22
2.2 Review of Related Studies	26
2.3 Conceptual Framework	29
CHAPTER III: RESEARCH METHOD	30
3.1 Research Design	30
3.2 Data and Source Data	30
3.3 Instruments	30
3.4 Technique of Data Collection.....	34

3.5 Technique of Data Analysis	35
CHAPTER 1V: FINDINGS AND DISCUSSION.....	36
4.1 Data Description and Analysis	36
4.1.1 Types of Politeness Strategies	36
4.1.2 Situational Context	38
4.2 Research Findings	41
4.2.1 Types of Politeness Strategies and Situational Context.....	41
4.3 Discussion	50
CHAPTER V: CONCLUSION AND SUGGESTION	53
5.1 Conclusion	53
5.2 Suggestion	54
BIBLIOGRAPHY	55
APPENDICES	58

LIST OF FIGURES

	Pages
Figure 1. Conceptual framework	29

LIST OF TABLES

	Pages
Table 3.3.1 Indicator of politeness strategies	31
Table 3.3.2 Indicator of situational context	33
Table 4.1.1 Type of politeness strategies	37
Table 4.1.2 Situational context	38

LIST OF APPENDICES

	Pages
Appendix 1. Types of politeness strategies	58
Appendix 2. Situational context	78
Appendix 3. <i>The Greatest Showman</i> movie script	122

BAB I

INTRODUCTION

1.1. Background of Research Problem

Language is defined to communicate and interact with others. According to Gee (1993) human needs language to communicate because they need another people. It connects one human to another so that they can carry out life. Moreover, humans use language to be able to convey ideas or expressions to other people. According to Sirbu (2015), the need for communication arises and intensifies when there is someone else with whom to interact. This need is what causes both the emergence and evolution of a language. Therefore, it can be determined that language is not only a necessity for humans but also the catalyst for language development.

Language can be expressed in the form of speech act. Speech act is an utterance that serves a function in communication. This specific act is in the form of verbal or non-communication. According to Yule (1996), a speech act is any act that can perform when uttering any utterances. All variations of ideas, thoughts, and desires can be formulated into speech acts. Speech act, then, is an action that is carried out through utterances. Speech act is classified into 5 types which are representative, directive, commissive, declarative, and expressive. The important one of those types is directed speech act. This is because it is used in communication to get someone to do something from the speaker.

Yule (1996) states that direct speech act will take place when the form and used of the speech are related directly. All forms of speech that ask the listeners to

do or not do something are classified as directives. To conclude, one of the categories of speech actions that the speaker intends the listener to respond to is the directive speech act. The directive speech act involves two parties, namely the speaker and the interlocutor with one main utterance, in a certain time, place, and situation. In this case, to correctly interpret a form of directive speech act, it is necessary to relate it to the contextual situation that surrounds it. Context is something that becomes a means of clarifying an intention. Speech situations are situations that give birth to speech forms. It should be noted that none of the speech acts of language events are independent of the speech situation. Therefore, the context of the situation greatly influences the speech spoken by the speaker to the speech partner. Examples of context of speech situations include who is the speaker and who is the listener, the atmosphere of the speech, the purpose of the utterances, and so on.

Moreover, utterances in the form of a directive speech act are not only focused on the meaning of the speech form but also leads to the acceptance of the meaning of the utterance by the listener from the speaker. This is in accordance with the meaning of the directive speech act which wants the listener as the purpose of the utterance to act after listening to the speaker's utterance. In phenomena like this, this will also result in linguistic politeness, which may be seen as an effort to avoid disputes between speakers and speech partners, which are considered for the acceptability of speech forms.

Politeness which defined as an approach which aims to keep away or reduce the effects of self-destruction that arise from face threatening acts by speakers.

Holmes (1996) argues that politeness has close relationship with trying to find out which are suitable things and not to say for others. Thus, one way to choose the fairness of an utterance in using language is to determine how politeness is made in utterance. Talking about the fairness of an utterance, politeness is an element in the utterance that affects the results of interactions between one person and another. Yule (1996) states that in communication, politeness is known as the way of showing respect to the face of another person. So, it is important to realize other person's convenience while interacting. According to Restuadi and Ardi (2021), in some situation, every speaker should be stay away from embarrassing or offending others. It can be concluded that politeness plays a role in an utterance that will give fair value and be acceptable to others when expressed in language.

According to Brown and Levinson (1978), there are four different types of politeness strategies. First is bald on record which is a direct way to say things without any minimization of the imposition toward the hearers. Second, positive politeness emphasizes the necessity for a connection between the speakers and hearers and is focused on a person's good self-image. The third type of politeness is negative politeness, which emphasizes avoiding imposing itself on the listeners and is directed at their unfavorable face. Lastly, bald off-record indirect techniques rely on the hearer's interpretation to convey the speaker's intended meaning by expressing something general or distinct from the speaker's genuine meaning.

Talking about politeness in directive speech act, it is not only found in everyday life, but also in movie transcripts as a dialogue that will be delivered by the players. In everyday conversation, people may use various way of politeness in

their utterance such as when they want to request, they just asking or command depends on the existing situation. They tend to express whatever on their minds in so many ways. Besides in everyday conversation, this kind of phenomenon can also happen in literary works such as movie. Here, the problems that will arise when people use language can also be analyzed in the movie. Additionally, movie can be considered to have its own role for society, especially in the current era of globalization. Currently, there are so many movies with various types of stories and cultures being shown and of course the value of politeness in speech acts contained in it. According to Allen and Gomery in Oktadistio, et.al (2018), movie as a mass media has a close relationship with society. The wants, needs, fears, and aspirations of the people can be reflected in the movie itself. Moreover, as a social representation, the film ultimately draws its image, sound, theme, and story from its social environment.

Some researchers had undertaken studies on politeness techniques and situational context, such as the study *Politeness Strategies in Directive Speech Acts in a Short Movie "Mind Your Language"* by Oktavia et al (2019). In a movie made by London Weekend Television, politeness tactics were discussed regarding Brown and Levinson's politeness strategy. The study's findings indicated that the common politeness technique in the "Mind Your Language" movie's directed speech acts was the positive one, which accounts for 50% of all instances. Then, Andri Sirubian (2016) conducted another study in this area titled "An Analysis of Politeness Strategy in Soimah Talkshow in TRANS TV." The various politeness techniques employed in Soimah's talk shows were described in this study. According to the

report, STS used the Positive Politeness (41, 3%) the most frequently. The next study examined the situational context of the speech in the movie *La La Land* by Damien Chazelle. It was titled Hymes' SPEAKING Factors Analysis in *La La Land*: Ethnographical Study by Darnawati, et al (2019). The author utilized the identity method and referential identity method to analyze the data. The information is delivered in an informal style. As a result, it was discovered that there had been complaints, orders, confides, dismissals, approvals, casting auditions, disappointments, and arguments.

An Analysis of Directive Speech Acts by Searle Theory In "Sleeping Beauty" Movie Script" by Della, F. and Sembiring, B. was the title of the last study, which focused on directed speech acts (2018). The goal of this study was to identify the sorts of directed speech acts used by the characters in the script for the movie "Sleeping Beauty" using Searle's theory. We also looked at the types of directive speech acts that appeared most frequently in the script and their potential causes. It involved quantitative descriptive research.

The previous study could be a reference for the researcher about how to conduct research concerning with politeness strategies. Moreover, it also gives contribution to this research through the theory of component of speech and about directive speech act including how to conduct them in to research. However, knowing politeness techniques is not enough because each research has its own findings. There was still a gap in this matter. Therefore, the researcher was still interested to do the research about politeness strategies. In addition, the difference from previous studies lied in object analysis. Here, the researcher analyzed the

politeness strategy of the movie *The Greatest Showman*. Furthermore, the researcher researched what politeness strategies has been employed in directive speech act and seen the situational context affects the choice of strategy as being used by the characters in “*The Greatest Showman*” movie. To conclude, the researcher explored the situational context of speech in every type of the politeness strategies that will be found in the object analysis being conducted.

The Greatest Showman is a 2017 American musical biographical drama film that was written by Jenny Bicks and Bill Condon and was inspired by the real-life story of P.T. Barnum. It was directed by Michael Gracey in his directorial debut. Hugh Jackman, Zac Efron, Michelle Williams, Rebecca Ferguson, and Zendaya play the lead roles in this film. The story of P. T. Barnum's development of Barnum's American museum and his life as a main attraction served as the basis for the film. This musical film chronicles the origins of show industry and the journey of a visionary who created a spectacle that would go on to become a worldwide phenomenon.

The writer realized that this movie is one of the ones that may be watched by the entire community based on its content, which piqued the researcher's interest in using it as an object of analysis. Another reason was in choosing this movie was the movie setting set in the 19th century. So, it is very interesting to find the strategic politeness in this movie which has its own way and form when uttered in spoken form. Furthermore, with the role of the characters who have their own life conflicts, it encourages researchers to find out whether this movie will contain more negative

politeness which they will use due to their life conflict situations or will still contain more positive politeness.

An example of a directive speech act that can be identified its politeness strategies and situational context from characters' dialogue is when Mr. Barnum was about to ask Charles as one of the circus performers to join his circus. Barnum said "*at your service. I'm putting together a show...and I need a star*". This statement might be categorized as an example of positive politeness since Barnum employs the word "star" to get the attention of the listener.

Furthermore, when viewed from the context of the situation, it is very appropriate to interpret the example above as positive politeness. This utterance was uttered by Barnum as a speaker to Charles as a hearer. The setting is Charles's home, a home which is a hiding place from society for him. It takes time in an afternoon. The End of this speech is Barnum wants Charles to be one of his partners to do circus and become a star. The Act sequence is Barnum reached out to shake Charles's hand with a smile then said he needed a "start". When getting an answer that seemed to refuse from Charles made Barnum say a few other sentences to convince Charles. The Instrument of that dialogue is oral and directly. The Norm that was identified from the example above is Barnum as the speaker has been kind and respect to Charles. Even though Charles showed an expression of refusal and seemed to be pleased with Barnum's request it did not make Barnum behave unkindly and instead was friendly towards him. Last, The Genre of the example. The Genre is a conversation about request and an invitation to participate as a partner to perform a circus attraction.

As a result, the directed speech acts in the script for "The Greatest Showman" were the subject of this study. This speech act was chosen for a few reasons, including the fact that a directed speech act is one that is frequently utilized in casual conversation. Next, directives indicate a close relationship from the speaker and listener. It supported the analysis of the component of speech as the situational context which includes one person to another. Lastly, this type of speech aims to attract or offer the speaker's notice within interaction.

Based on the foregoing context, the researcher aimed to assess the politeness strategy by using Brown and Levinson theory (1987). Then, the researcher related it to the situational context of speech that occurs while uttering by using component of speech acts theory by Dell Hymes (1974). These theories were the very complete theory from other theories to be used in research on politeness strategies. The theory of politeness from Brown and Levinson can include research related to the type of politeness which will automatically connect with the situation that is present in every speech act to be analyzed in this research.

1.2 Identification of the Research Problem

According to the underlying study mentioned above, there are two ways to look at language politeness, namely sociolinguistics and pragmatics. According to Scovel in Mansoor (2018), Sociolinguistics is the study of why we say what, to whom, when, and where; pragmatics is the study of what individuals mean when they use language in everyday social interaction. In Sociolinguistics, politeness concerns with how the relationship between people and others reflected on the

language use. The degree of closeness and relationship between these two can affect how words are said. The choice of politeness in language will be greatly influenced by the reason it is spoken, the speaker, where it is spoken, and when it is spoken.

In other side, Pragmatics talks about the way of using and understanding language on every context. As we know that understanding an utterance especially on the value of politeness it cannot be done directly without taking into account the situation either in the speaker or any other condition that affects the speech. Every utterance spoken may be influenced by who and to whom it is spoken or when and where the utterance takes place. Thus, the object of the research “The Greatest Showman” movie is a movie that contains various situations that greatly affect the selection of utterances by each player to other players. Based on this, the researcher conducted research using a pragmatic approach to analyze the types of politeness strategies and found that the situational conditions influence the choice of strategy used by the politeness strategies. character in the movie titled The Greatest Showman.

1.3 Limitation of the Research Problem

This research was limited to the type of politeness strategies and the situational context in the The Greatest Showman movie. It related with directive speech act obtained from The Greatest Showman movie script.

1.4 Formulation of the Research Problem

The researcher analyzed what politeness strategies employed in directive speech act and seen situational contexts of speech that influence the choice of the type of strategy as being used by the characters in *The Greatest Showman Movie*?

1.5 Research Question

1. What politeness strategies in directive speech act used by the characters in *The Greatest Showman Movie*?
2. What situational context that occurs in every type of politeness strategies in the *Greatest Showman Movie*?

1.6 Purpose of the Research

Based on the formulation of the research problem, the objectives of this study were:

1. To find out the types of the politeness strategies used in directive speech acts in *The Greatest Showman* movie.
2. To find out the situational context of speech which influence the interpretation of the choice of type of the politeness strategies in *The Greatest Showman* movie.

1.7 Significance of the Research

1. Theoretical

This research can be a reference study related to the politeness strategies. Furthermore, it is expected that this research can be source of information for the readers to increase their understanding about politeness strategies and how it is conducted in movie dialogues and play a role in heeding meaningful dialogues. Moreover, it also can be the consideration for the readers to know how situational context of the speech that influences the choice of the type of politeness strategies in utterances.

2. Practical

This research is expected to be an input for readers to pay attention to and apply proper politeness strategies as well. Furthermore, it is expected that readers will pay close attention to the situational context in interpreting the value of politeness in every utterance.

1.8 Definition of the Key Terms

For easier understanding, these are several key terms:

1. **Politeness strategies:** a system of interpersonal relation designed to facilitating interaction by human interaction by minimizing the potential for conflict and confrontation inherent in all human interchange.
2. **Directive Speech Act:** Speech actions that the speaker intends the listener to respond to.

3. *The Greatest Showman* movie: is musical that is written by Jenny Bicks dan Bill Condon. This movie contains directive speech with its situational context of characters that can be analyzed through politeness strategies theory.